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Jaxwraps puts Funk's Punks on the Road

Jacksonville, FL (May 1, 2006) When Jim Burns first heard that local golfer Fred Funk had become the oldest player to win The PLAYERS Championship in 2005, he knew the event needed something special to commemorate it. That's when, Burns, president of JaxWraps fleet advertising, first approached the Funk's Punks fan club with the idea of creating a custom-wrapped Funk's Punks vehicle as a mobile salute to the golfing great. "Watching him win The PLAYERS, as he prepares to move into the Senior Tour, was like watching lightning strike," said Burns. "I knew right then we needed to do something that would be a fitting tribute."



Burns, a long-time supporter of Funk's Punks, worked with the group's founder Tommy Zitiello to develop and propose the idea of a vehicle wrap to Funk. Zitiello's son Louis stepped up to the plate with the right vehicle—a 2002 Nissan Titan. Then Burns' team went to work; JaxWraps conceived, designed, and executed the vehicle wrap, which

now serves as an eye-catching, mobile celebration of Funk's biggest tournament win and fun-loving personality. Burns' company donated the labor and materials for the wrap, which utilizes custom, digital graphics technology to completely cover the vehicle with high-resolution images of Funk, The PLAYERS Championship logo and the Funk's Punks logo.

"It's been a blast to work on this project, and it's been very gratifying to see the vehicle now making its way around the First Coast," says Burns. "JaxWraps came up with an innovative way to pay tribute to a great athlete, and I'm very proud of my team for putting it all together." JaxWraps is a custom fleet graphics company offering a high-resolution vehicle wrapping system. The JaxWraps application offers a high-tech solution to mobile marketing and is completely reversible with no long-term effects on a vehicle's paint or body.